

# MA IN COGNITIVE SEMIOTICS\*

EXPLORING HUMAN COMMUNICATION AND MEANING CONSTRUCTION

➤ I met five students from this programme at a student conference. They each presented very different topics relating to cognitive aspects of film, narrative and language, but all were equally interesting and all used a common framework. That's why I decided to sign up – because this programme allowed me to study the things I was already interested in, but from a new perspective. It is also a place where I got the feeling that anyone can learn anything at any age, if they really want to.

## MARLENE STAIB

4+4 (MA/PhD) Student, MA in Cognitive Semiotics, from Germany



Humans experience things as meaningful: we learn by experience, we think, reason, and gain new insights. We also, in addition to comprehending meaningful phenomena, constantly produce meaning through communication, science, and art. In the MA in Cognitive Semiotics, we study how meaning is created in every sense of the word, whether in perception, thought, or language.

The goal of the programme is to enable our students to come up with well-substantiated answers to questions such as: What are the essential characteristics of meaning construction? How does it work in language, in perception, in our interaction with the natural world, and in the social world?

Students acquire a solid, operational knowledge of the most important aspects of meaning making, and since human meaning construction is found in all the areas of our daily lives and activities, the programme is very transdisciplinary.

## PROGRAMME STRUCTURE

The programme comprises courses in cognitive science and its links with semiotics in social cognition, text processing and production, and cognitive aesthetics. In a research workshop, students develop their own projects.

## INSIGHT-GIVING EDUCATION

Our aim is not just to deliver research-based instruction, but to do 'instruction-based research' – in other words, to give competent students the opportunity to actively contribute to ongoing research projects and

participate in organising and making presentations at conferences. Similarly, we expect students to be rationally questioning, constructively critical, active, eager for knowledge, and hard-working. We know that we have the framework for a highly qualified and insight-giving education in human meaning construction. But it is the students who make sense of the framework, by filling it with commitment, enthusiasm, and intellectual curiosity. Anyone who fulfils these criteria is welcome at the Centre for Semiotics. In return, we promise to take your education a very important step further.

## STUDENT LIFE

The MA in Cognitive Science is taught at the Centre for Semiotics in a very international and informal environment. Our extensive network of international contacts means that we regularly have visits and seminars from academics who can impart expert knowledge in many areas including cognitive science, classical and modern semiotics, philosophy, cognitive psychology and linguistics, and aesthetics. The Faculty of Arts and Aarhus University also organise a wide range of events for students including lectures, student fairs, career days, seminars, celebrations, and sports days.

## CAREERS

Graduates of the MA in Cognitive Semiotics have gone on to pursue careers in fields as diverse as communication, advertising, and marketing. Some graduates also move on into teaching or research.



## PLACE OF STUDY

Aarhus

## ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE

Others: EUR 8,000

## WWW

[masters.au.dk/cognitivesemiotics](https://masters.au.dk/cognitivesemiotics)

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## ADMISSION AND SELECTION CRITERIA

Applicants to the MA programme must have completed a bachelor's degree in psychology or a subject in the humanities. Certain bachelor's degree programmes not belonging to these two categories may be accepted by the Board of Studies at the Institute for Communication and Culture, if the candidate for admission is able to argue convincingly for the relevance of their bachelor's degree.

As the Master's programme admits only a limited number of students each year, meeting the admission requirements does not in itself guarantee admission to the programme. The admissions committee assesses each applicant on the basis of the average mark or GPA of the bachelor's degree at the time of application, as well as personal factors such as motivation and the relevance of the programme. Marks obtained after the application deadline will not be included in the GPA.

Please note: If there are more academically qualified applicants than places available, applicants will be assessed according to the following criteria: academic background (counts 75 per cent), based on the number and quality of BA exams relevant to the MA programme; and other relevant experience (counts 25 per cent), based on the CV and the applicant's statement of relevance.

## DEPARTMENT OF LINGUISTICS, COGNITIVE SCIENCE AND SEMIOTICS

The Department of Linguistics, Cognitive Science and Semiotics is one of the nine departments at the School of Communication and Culture at the Faculty of Arts.

The teaching at the department is not only research based, but also research oriented. Students are encouraged to collect and analyse data and to design and carry out experiments, either alone or in cooperation with the research staff. In the best cases the students get their research published. Students regularly present their research to fellow students and staff at research seminars.

1 <sup>ST</sup> SEMESTER	2 <sup>ND</sup> SEMESTER	3 <sup>RD</sup> SEMESTER	4 <sup>TH</sup> SEMESTER
Cognition and Semiotics 10 ECTS	Cognitive Aesthetics 10 ECTS	Profile 30 ECTS	THESIS
Text: Processing, Critique and Improvement 10 ECTS	Social Cognition 10 ECTS		
Cognitive Science 10 ECTS	Research Workshop 10 ECTS		
30 ECTS	30 ECTS	30 ECTS	30 ECTS



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